Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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ONTARIO AMUSEMENT TAX REDUCED

OTHER PROVINCES ARE HOPEFUL FOLLOWING REVISION HERE

Premier Frost's good intention, that of providing relief for the sub-run and small-town theatre through a reduction of the amusement tax, was misdirected and those who needed it most are no better off. This is the general opinion of the Ontario theatre industry, which looked hopefully toward Queen's Park as Frost, also provincial treasurer, brought down his long and eagerly-awaited budget.

Judging by newspaper reports, this misdirection had another character: that of causing Premier Frost to make ungracious comment. He undertook the reduction, effective April 1, because he could not "remain indifferent to the plight of the entertainment industry . . . which has suffered acutely from the in-

(Continued on Page 4)

Alberta Liberals Propose Dropping Amusement Tax

A motion asking the government to drop the amusement tax has been introduced into the Alberta Legislature by J. Harper Prowse, Liberal leader of the Opposition, who contended that the tax was not an important source of income for the government in view of its large revenues from oil and other sources.

Prowse claimed that the tax, which brings the government about $1,100,000 annually, was a "holdover" from the times when the province had to seek revenue sources. He felt that abolition of the tax would encourage a great number of cultural activities.

In Alberta the tax is scaled from one cent on admissions ten cents and under to 25 cents on admissions over $2.

Children's tickets which do not exceed 15 cents are tax free and a ten per cent commission is allowed for collection of the tax.

Manitoba Board Revenue 58 Gs.

Of 4,644 35 and 16 mm. films reviewed by the Manitoba Board of Censors for Motion Pictures in 1954 one was rejected completely and cuts were ordered in 20 others, it was stated in the Board's annual report issued recently by M. B. Newton, chair-

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Columbia Busy On-&-Off Lot

Evidence of the increasing activity at Columbia Pictures, which at present is one of the busiest lots in Hollywood, is shown in the company's assignment of Richard Quine to direct the forthcoming musical in color by Technicolor, Held's Angels, bringing to

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Lost: One Person Per Movie Seat

USA Commerce Department, in a survey of seats per population, says it's 1-to-13 in Canada —but the Canadian Film Weekly, checking on the widely printed statement, found that 1-to-12 was a more logical figure. The world figure is now 1-to-42, there

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Goldwyn, MGM Deal

Samuel Goldwyn has signed a deal for MGM to distribute his forthcoming musical comedy, Guys and Dolls, throughout the world. The $5,000,000 film, which is based on the hit play by Jo Swerling and Abe Burrows, is now in front of the cameras.

Product Shortage? No! Not Here, Says UA

Shortage of product, next to TV and amusement taxes the greatest worry of exhibitors at the present time, is a complaint that cannot be placed at the door of United Artists Corporation, a company that has continuously pursued a policy of more and better pictures ever since its control was taken over in 1951 by the Robert Benjamin-Arthur B. Krim group. It is evident that UA is doing its best to alleviate the distress of theatre operators as a return for the co-operation extended to UA by these same showmen when control of the company hinged on bringing it out of the red within

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Rank's 'Value For Money'

John Gregson, Susan Stephen and Diana Dors head the cast of J. Arthur Rank's Value for Money.

Named Assistant To WB's Blumenstock

Margaret Hallack has been named assistant to Mort Blumenstock, vice-president in charge of advertising and publicity at Warner Bros., in a statement issued recently from the studio in Hollywood.

Mrs. Hallack has been a member of the Warner publicity staff for the last ten years and was in the newspaper publishing business in Montana before joining the company. She fills the new post in conjunction with present secretarial duties.

COMMUNION BREAKFASTS MARCH 27

Sunday, March 27 has been set as the date for the Annual Communion Breakfasts for Catholics in the entertainment industry in Toronto, Hamilton, Montreal and Saint John, NB.

Windsor will again combine with Detroit and the date has been tentatively scheduled for early in April. London, Ontario will announce its date as soon as it can make arrangements with a guest speaker. Calgary will not have one this year.

Arrangements in Toronto call for a 9 o'clock Mass in St. Michael's Cathedral and breakfast at 10.15 at the King Edward Hotel.

SIX ONT. THEATRES TRANSFERRED

Six theatres in Ontario have changed hands recently, it is reported by W. D. McPhee, assistant director of the Theatres Branch of the Board of Censors of the Treasury Department of Ontario.

Three of the transfers took place in Toronto, where Luigi Cardone and Pietro DeNicolais have taken over Sonia Lipton's 460-seat Adelphi and Rick Theatres Limited (F. H. Fink) has acquired Twinex' 692-seat Brock and 599-seat Kenwood. In Meaford E. D. and G. E. Rowe are the new owners of P. Fingold's 316-seat Capitol; in Tecumseh C. E. Foreman has acquired the 424-seat Rex, formerly owned by Ruth Hooper and Vance Hardy; and National Theatre Services' 225-seat Roxy in Walkerton is now being operated by James Harrison.

Fox' 'Left Hand Of God'

Gene Tierney will star opposite Humphrey Bogart in 20th-Fox' CinemaScope production, The Left Hand of God, now in preparation.

'Bring Your Smile Along!'

Jack Albertson, TV comedian, and Jack Lomas, character actor, will play featured roles in Columbia's Technicolor musical, Bring Your Smile Along.

RKO-PATHE, INC. TO MAKE FILM FOR CARLING'S?

A Hollywood theatrical studio, likely for the first time, will make a commercial film for a leading Canadian concern if negotiations between representatives of Carling's Brewery and RKO-Pathe are concluded successfully. Sidney Kramer, general sales manager of RKO-Pathe, Inc., and his assistant, Alan Hartman, were in Toronto last week. Carling's has quite a few films in circulation for TV and other showings and its conservation series is particularly well known in Canada.

HERE IS SCREEN GREATNESS FOR ALL . . . FOR ALL TIME !

MAJESTICALLY . . . STIRRINGLY . . . A SIMPLE COUNTRY PARSON FACES HIS FINAL YEAR OF LIFE . . . ON EARTH !

Never has your heart been so deeply moved . . . your emotions so profoundly stirred . . . Never has screen greatness been so thrillingly and triumphantly achieved . . .

ROBERT
DONAT
KAY WALSH

"Lease of Life"

A motion picture so sublime . . . so majestic . . . so enthralling . . . its memory will endure as long as the human heart has the power to feel . . . to love . . . to suffer . . . with faith!

IN EASTMAN COLOR

ALSO STARRING
DENHOLM ELLIOTT
ADRIENNE CORRI

Directed by CHARLES FREND
Associate Producer JACK RIX
Screen play by ERIC AMBLER

JARO

Film Weekly

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COLUMBIA BUSY

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nine the number of directors at work or about to start preparations on pictures.

Held's Angels is based on the cartoon anthology of John Held, Jr. and is being scripted by James Ellison for production by Jonie Taps. Shooting is scheduled to start early in the summer.

Shooting on location in Osaka, Japan is under way for The Gentle Wolfhound, which has a cast headed by Aldo Ray, Mitsuko Kimura, Phil Carey, Dick York and Chuck Connors. Richard Murphy wrote the screenplay and is directing the film.

Also shooting on location in Mexico is The Gilded Rooster, Victor Mature starrer in CinemaScope and Technicolor. Anthony Mann is directing and the producer is William J. Fadiman.

Work is continuing at Palm Springs on Columbia's top-budget production, Joseph and His Brethren, the Rita Hayworth starrer in CinemaScope and Technicolor being handled by William Dieterle for which Jerry Wald is the producer.

Ranald MacDougall, writer-director, has put before the cameras this week The Queen Bee, the picturization of Edna Lee's best seller starring Joan Crawford, Barry Sullivan, John Ireland and Betsy Palmer. Jerry Wald produces.

William Castle is in Houston, Texas shooting The Houston Story. Sam Katzman is the producer.

George Sidney is doing preparatory work on Music by Duchin, for which Sam Taylor is preparing the screenplay. Jerry Wald will produce the film which will be in CinemaScope and have color by Technicolor.

Joshua Logan is busy testing prospective cast members in New York and on the West Coast for Picnic, the picturization of William Inge's Pulitzer prize-winning play which will star William Holden. Fred Kohlmar is producing and Daniel Taradash scripting.

Shooting will start the middle of April on Georges Simenon's The Brothers Rico, which Robert Parrish will direct and William Goetz produce. Peter Viertel wrote the screenplay.

Product Shortage? No!

(Continued from Page 1)

a set period. When Benjamin and Krim managed to accomplish this in the space of less than six months and showed a profit for the company for the first time in five years, they gave full credit for the amazing recovery of UA to the exhibitors and promised them that at all times they would be able to depend on United Artists.

That these were not idle words can be seen in UA's current lineup of pictures, which includes 21 in release and 24 more ready for release or in work. Also the signing of eight new producers will add 33 top films to the company's distribution schedule. These producers, who have all formed their own Independent companies, are Rita Hayworth, who will make three, Joan Crawford will add six, Robert Mitchum is slated for five, Cornel Wilde for two, Kirk Douglas for six, Pine & Thomas for three, Anatole Litvak for three and Frank Sinatra for five.

This policy of more films and better quality is paying off for both the exhibitor and UA, as witness the fact that 1954 was the most successful in the 36-year history of the company and the recently-ended sales drive set all-time highs.

In Canada, according to Charles S. Chaplin, Canadian general manager, 1954 was the greatest year ever experienced, beating the previous record 12 months, 1953, by better than ten per cent. And for the first nine weeks of 1955 the company has done 50 per cent more business than it did in the same period in 1954.

It is easily discernible why UA is looking forward to the coming months with unbounded optimism and is doing everything in its power to create that feeling among its customers with its lineup of big boxoffice films, which include the following, now in release:

Vera Cruz, in Technicolor and Superscope and starring Gary Cooper and Burt Lancaster; Little Fugitive, the only American winner at the Venice Film Festival; Black Tuesday, starring Edward G. Robinson; Barefoot Contessa, in Technicolor and starring Humphrey Bogart and Ava Gardner; Modern Times, starring Charles Chaplin; Battle Taxi, starring Sterling Hayden; Sitting Bull, in CinemaScope and Eastman Color and starring Dale Robertson and Mary Murphy.

Also The Adventures of Robinson Crusoe, in Pathecolor and starring Ginger Rogers and Jacques Bergerac; Down Three Dark Streets, starring Broderick Crawford and Ruth Roman; Shield for Murder, starring Edmund O'Brien, John Agar and Marla English; Golden Mistress, in color by Technicolor and with John Agar and Rosmarie Bowe in the lead roles.

Also The White Orchid, in Pathecolor, with William Lundigan and Peggie Castle in the leads; Operation Manhunt; The Diamond Wizard, with Dennis O'Keefe, Margaret Sheridan and Philip Friend; Jesse James' Women, in Technicolor, with Peggie Castle, Donald Barry and Jack Beutel; The Steel Cage, starring Paul Kelly, Maureen O'Sullivan and John Ireland; Challenge of the Wild, in color; Victory at Sea; and Suddenly, starring Frank Sinatra.

Forthcoming releases include the following:

Marty, a Hecht-Lancaster production starring Ernest Borgnine and Betsy Blair; Big House U.S.A., with Broderick Crawford and Ralph Meeker; The Night of the Hunter, starring Robert Mitchum, Shelley Winters and Lillian Gish, a Paul Gregory production directed by Charles Laughton; Stranger on Horseback, in Anscocolor, with Joel McCrea and Miroslava; A Bullet for Joey, starring Edward G. Robinson and George Raft; Not as a Stranger, produced and directed by Stanley Kramer and starring Robert Mitchum, Olivia de Havilland, Frank Sinatra, Gloria Grahame, Broderick Crawford and Charles Bickford; Sabaka, in Technicolor and starring Boris Karloff; Lilacs in the Spring, in Eastman Color and starring Errol Flynn.

Also The Kentuckian, in CinemaScope and Technicolor, starring Burt Lancaster, Diana Lynn and Dianne Foster; The Good Die Young, with Richart Basehart, Gloria Grahame and John Ireland; Kiss Me Deadly, a Mickey Spillane thriller; Summertime, in Technicolor, starring Jane Russell and Jeanne Crain; Alexander the Great, in CinemaScope and Technicolor, written and directed by Robert Rossen and starring Richard Burton, Fredric March, Claire Bloom and Danielle Darieux.

Also Star of India, in Technicolor and starring Cornel Wilde; Robbers' Roost, in Eastman Color and starring George Montgomery; Pistolero, with Jack Palance; The Tiger and the Flame in Technicolor and filmed entirely in India; Desert Sands, in CinemaScope and Deluxe Color, starring Ralph Meeker and Marla English; The Beast of Hollow Mountain, in CinemaScope and Eastman Color and with Guy Madison and Patricia Medina; The Brass Ring, with Anthony Quinn, Farley Granger, Anne Bancroft and Peter Graves; and The Deadly Pacemaker, a Samuel Goldwyn, Jr. production starring Robert Mitchum and Jan Sterling.

OUR BUSINESS by N.A. Taylor

MANY theatres in Canada are experiencing a serious drop in attendance and grosses because of economic conditions and the introduction of TV. In some cases the drop is of such extent as to force closings—in others a complete loss of profit is felt. Help is needed and in large doses.

Many theatre owners will help themselves by reducing operating expenses to the greatest possible extent and will receive help from distributors in the form of film rental reductions. This, however, is not the entire answer. The best aid will come from stimulating and increasing general motion picture attendance. Since moviegoing is to some extent a habit and since a drop in attendance can be attributed to the public acquiring other interests, it follows that a plan to restimulate general excitement in moviegoing should bring fruitful results.

Such a plan was suggested more than two years ago to the Motion Picture Industry Council of Canada in the form of a Motion Picture Institute. This body would concentrate on analyzing the moviegoing habits of the Canadian public and would endeavor to arouse more interest in motion pictures in Canadian magazines and newspapers and, through them, the public in general.

At its annual meeting last November the MPICC approved a Public Relations Committee to carry out the plan. Forms have now been made available to all exhibitor associations to forward to their members. If a sufficient number of exhibitors approve and sign pledges for the necessary payments required, the machinery will be set in motion to put the plan into effect.

There are some who will hestitate through sheer skepticism and some because of the cost—in many cases as low as the price of one admission ticket per week. It is difficult, however, to contradict the fact that potential audience penetration is the keynote of success in our business. We must make it our business to keep the public informed of how good screen entertainment is—and that it's getting better all the time. We must keep people excited about the attractions we show and anticipating the ones to come. We must keep selling all the time and to this end must explore every facet.

Now is the time for exhibitors to be counted—criers or crusaders—aggressive or depressive.

Nina Foch In WB's 'Illegal'

Nina Foch has been added to the cast of Warner Bros.' Illegal.

TAX CUT WRONG

(Continued from Page 1)

roads of television." Fine. But he did not see the part of the tax surrendered as the few extra dollars the suffering theatre owner needed to keep him in business a little longer. He saw it passed on to the patron through a reduced price, which he hoped would stimulate patronage.

Also, said The Telegram, Toronto, quoting Premier Frost at a press conference, the industry will "have no cause for bellyaching in the future."

The Globe and Mail, Toronto, reported the Premier as feeling that, with no assurance of passing the tax on, it will likely "remain in the pockets of the operators. In this event, it is said, the reduction, which will cost the province $1,500,000 next year, can be considered as nothing more than a straight subsidy to movie operators."

One day last week Lionel Lester and Wm. Summerville, Jr. met with Philip P. Clark, chief of the Hospitals Tax department, as representatives of the Ontario theatres tax group. They endeavored to make clear the need for a readjustment.

The amusement tax, which the Province prefers to call the hospital tax, was cut from 12½ per cent to ten per cent, amounting to 20 per cent, while the exemption was raised from 15c to 25c. The amount collected last year on tickets from 15c to 25c was $178,000.

The most vital request was that tickets up to 50c be exempted, the theatres mainly affected being within this range, and this was ignored. The request was made in the brief submitted to Frost by the Ontario Exhibitors Committee for Amusement Tax Relief.

Ben Freedman, head of Allied Theatres and the Independent Motion Picture Exhibitors Association of Ontario, expressed dissatisfaction.

"The tax reduction as it has been handed down is a great disappointment to me," he said. "The aim of the tax committee was to obtain relief for the small theatre owner. It appears, however, that the Provincial Government has misinterpreted our intentions—either that or they have chosen to overlook the man who is in the greatest need of assistance and relief. The tax, in its present form, provides little or no relief for the small theatre owner."

The tax is three cents on tickets costing from 20-28 cents; four cents on 28-36 cents tickets; five cents on 36-45 cent tickets; and six cents on 46-52 cent tickets, continuing on this graduated basis up to 99 cents.

Under the new schedule the tax will be 3 cents on tickets costing 26 to 34 cents; 4 cents on tickets costing 34 to 44 cents; 5 cents on tickets costing 44-53 cents; 6 cents from 53 to 64 cents; 7 cents from 64-74; 8 cents from 74-84 and 9 cents from 84 to 94 cents.

On admission tickets over $8 now, the tax is a straight $1. After April 1 the tax will be $1 on tickets over $10.

Abolition of the amusement tax is restricted to "wholly Canadian entertainment on the legitimate stage," or musical concerts by Canadians. A single American performer and the exemption ends. The Stratford Festival and Toronto's Crest Theatre will benefit from this.

The amount collected as amusement tax last year was $6,400,000 and this is expected to drop to $5,000,000 this year.

Premier Frost's failure to place the tax cut where most needed is expected to add quite a few to the 30 Ontario movie houses that have closed in the last little while. His own Theatre Branch can keep him informed of the newest victims.

Stanley Kramer's Next Film

Stanley Kramer's next film at UA will be The Pride and the Passion.

THE PENICILLIN Is Mightier Than the Sword.

I'm glad I didn't get the sword where I got the penicillin. I had three doses of 600,000 units, the first when Dr. Sidney Wax' thermometer showed a temperature of almost 105 degrees. By the time he was through with the penicillin, bejabbers and bejabbed, I was more pitted than scorned.

The bug first bit in NY on a Tuesday and hitch-hiked back with me on a Thursday. I figured I'd nurse myself out of the cold and, being my own doctor, would allow myself to go to the Royal Alexandra on Saturday night, there to see Sammy Sales portray his much-raved-about Frosh the Jailer in *Die Fledermaus*. Then more self-doctoring and I would allow myself the long-awaited pleasure of the Walls-Parker fight at the Gardens. Then I would, if needed, let the doctor have a look at me.

Well, I didn't see Mr. Sales' classic Frosh. I didn't see Mr. Walls differ with Mr. Parker either. By Monday morning I didn't know whether it was half-past eight or Shrove Tuesday. Or whether I was on foot or horseback. And I didn't much care until Dr. Wax and his handy dandy digger did its work.

What happened when the news got around that the Indestructible Bossin isn't was much too flattering. I thank you for your expressions of concern about how I was taking things. The penicillin helped one way and they the other.

Meanwhile Len Bishop, the gentle humorist who manages Shea's, got himself the same kind of a deal and I hope he is doing as well getting out of it.

I'll bet neither Len nor myself are like the lady I heard about recently. This lady was convinced that she had cancer, diabetes and a heart condition. That's all she talked about. She didn't have to go to a doctor, as her husband always suggested she do. She just knew. At last her husband had his way and she visited a doctor.

Her face was one of tragic resignation as she emerged from his office and met her husband's worried, enquiring gaze.

"The money was just thrown away," she said.

They rode home in mournful silence. At home he demanded details.

"The money was just thrown away," she repeated. "You know what the doctor said? He said there was nothing wrong with me at all."

I guess the Bishop of Bay Street and yours truly were luckier than that lady. Our money wasn't thrown away.

POTENTIAL PATIENT told the doctor his symptoms, then explained that he was careful with his money. He would submit to an examination and he would gladly pay whatever the doctor asked—but he wanted some assurance that his money wouldn't be wasted. The doctor looked him over and guaranteed that he could cure his trouble in six weeks.

"You're sure of that?" the patient asked.

"Absolutely," answered the medico. "I've had a great deal of experience in treating your ailment. I've been suffering with it myself for ten years."

LOST: ONE PERSON

(Continued from Page 1)

being 108,537 35 mm. houses, a gain over 1951, when it was 1-to-44. Australia-NZ leads with 1-to-7.5, Italy has 1-to-11, the UK 1-to-12, Canada 1-to-13, the USA 1-to-14, France 1-to-16 and South America 1-to-26.

If Canadian figures are correct and the Commerce Department right in its other figures, then Canada is third or better. Here's how the Canadian Film Weekly worked out its 1-to-12 figure:

According to the Dominion Bureau of Statistics, at the end of 1953 (the last year for which the government figures are available) there were 1,906 theatres in Canada and these had 978,162 seats. There were also 174 drive-ins with a car capacity of 74,419, which when multiplied by 2½, the government method of arriving at equivalent seating capacity for licensing purposes, yields a figure of 186,047 seats.

Adding these two sets of figures we arrive at a total of 1,164,209 seats. Now, to get the seats-per-person average it is necessary to divide this sum into the population, which at the end of 1953 was 15,000,000. This results in a figure of 12.1 persons per seat.

The actual average will perhaps be better, since the government report does not take into account "Itinerant Operators," who move about from location to location on a regular schedule, taking their equipment with them. In 1953 there were 805 halls used by these itinerants and they had 468,562 admissions. No seating figures are available for this type of exhibition.

Also not taken into account in the above figures are "Community Enterprises," numbering 669 and having a seating capacity of 151,650. These refer to community and parish halls in which films are shown by non-profit organizations, such as Boards of Trade, churches, lodges, etc. Such enterprises are put in a separate category by the Government in its report.

If allowances are made for the above two missing figures, Canada's actual seating average rises to slightly better than 1-to-11 at the end of 1953.

Columbia Buys Novel Of Racial Intolerance

Reprisal, Arthur Gordon's dramatic novel of racial intolerance, has been purchased by Columbia and assigned to Arthur Gardner and Jules Levy to produce. David Harmon will write the screenplay and shooting is planned to start late in April or early in May.

A top male star is being sought for the film, which will deal with one man's fight against lynch law and injustice.

SHORT THROWS

AL C. HARTSHORN of Oshawa, Ontario, an employee of Famous Players for over 28 years, was recently inducted into the Canadian Picture Pioneers at a ceremony which set a precedent. He was the first member ever to be accepted into the Pioneers in a place other than the organization's club rooms. The special ceremony was made necessary by Hartshorn's confinement at the Mountain Sanatorium near Hamilton and Harold Pfaff and Dan Krendel carried out the initiation and read President N. A. Taylor's letter of welcome.

PURCHASE of the 300-car Huntsville Drive-in in Huntsville, Ontario, has been made by Frank Giaschi from Cecil Hawn. Bud Giaschi, son of the new owner, will manage the ozoner.

CONDUCTED by W. A. McCauley, the newly-formed Crawley Films Glee Club, which is made up of 27 members of the Crawley staff and rehearses during lunch hour each day, romped away with the top award in the recent Ottawa Music Festival. It was their first competition and the attempt earned for them the P. D. Ross and E. Norman Smith Shield.

SHOOTING has started on the Marilyn Bell film being made by Meridian Productions in Toronto, with Julian Roffman producing. Actual work will take about six weeks and the running time of the short will probably be confined to about 15 minutes.

OPPORTUNITY of learning to speak French has been given to NFB English-speaking employees through a course set up by Pierre de Bellefeuille in which those with a knowledge of French are teaching those without. The classes, which are held twice weekly and are free, are in preparation for the NFB's move to Montreal, when being bi-lingual will be a decided advantage. About 40 are enrolled.

TV SETS now in use in Canada number over 1,200,000 and their value is estimated at $465,390,000, with over half of them being purchased during 1954. Of these Ontario has 661,000, Quebec 363,000, the Maritimes 28,000, the Prairie Provinces 74,000 and BC 84,000.

DECISION of Federal Judge John Knight on the case of J. Myer Schine and Louis W. Schine, brothers, charged with criminal contempt and heard in Buffalo will not be handed down for at least two months. They are accused of conspiring to violate a 1949 consent decree entered into with the government, in which they were to sell certain properties and discontinue monopolistic practices in exhibition of films.

CHILDREN'S Movie Guide, a once-a-week feature of the Victoria Daily Times, is proving very popular with parents attempting to select worthwhile films for their offspring to see. The Guide is a combined effort of the theatre managers in the area and Mrs. C. H. Lowdon, chairman of the community standards committee of the Victoria Parent-Teacher Council.

AMENDMENT of the entertainment act in BC last year called for payment on all seats occupied, even if no admission was charged. However, when Liberal leader Arthur Laing stated in the legislature that pensioners and charity cases were being forced to pay the tax, although they did not have to pay an admission charge, several theatre managers stated they had protested and the tax for such cases had been dropped by the government.

SEVEN reels of Red Badge of Courage, amounting to about 7,000 feet of film, was stolen recently from the MGM exchange on Burrard Street in Vancouver.

News Notes

NFB SHOOTS FIRST STORY FILM?

Filming has been completed in Perth, Ontario of what is claimed to be the first National Film Board story film, The Curlers. Written by Norman Klenman and directed by William Davidson, the short uses townspeople throughout and deals with the sport of curling, with a bonspiel as a climax.

Purpose of the half-hour film, according to a recent newspaper story, is for the NFB to explore the possibility of low-budget story-film making, either for the NFB's non-theatrical circuit or for release to TV.

$591,000 FOR CANAD'N KODAK STAFF

An estimated $591,000 wage dividend, the largest such bonus, will be distributed by Canadian Kodak Co. Limited to its 1,300 employees. All those eligible will receive $28.75 for each $1,000 earned for the last five years.

Last year the dividend payment was $539,000 at a rate of $27.75 per $1,000 earned in the five-year period. This was the record bonus at the time.

The plan was started in 1912 and the payments are made in addition to regular wages and have no effect on the wage rate.

NEW HIGH FOR USA FOREIGN TAKE

Remittances from USA film earnings abroad in 1954 is expected to reach $200 million and set a new high, it is estimated by the Foreign Commerce Weekly, a government publication.

Climbing film figures are ascribed by the report to the increasing number of high-quality productions which are being exported; to the growth in theatre facilities, through new construction throughout the world; and to the lowering of quotas for screen time for locally-produced films in several countries.

SPECIAL SETUP FOR 'COMMANDMENTS'

"To guarantee the greatest and most comprehensive news coverage ever given any motion picture in history," Paramount has set up a special bureau to disseminate news and information on Cecil B. DeMille's The Ten Commandments, now being filmed in VistaVision and Technicolor. Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, gave as the reason for the unprecedented scope and depth of the publicity campaign the world-wide interest and appeal of the film.

The entire news bureau is functioning as an adjunct of the Paramount publicity department in Hollywood, with specialized experts handling each phase. It is under the over-all supervision of Teet Carle, head of studio publicity, and the immediate direction of Art Arthur, DeMille's executive assistant in charge of public relations.

Assigned Role In 'Black Pearls'

Lance Fuller will appear opposite Virginia Mayo in RKO Radio's Black Pearls.

Royce, Toronto Fined

A fine of $200 was levied against the Royce Theatre, Toronto in court when the owner, Won Chuck Yuen, pleaded guilty to a charge of having bolted exits, brought recently by the Theatres Inspection Branch of the Ontario Censor Board.

MANITOBA REV

(Continued from Page 1)

man. Elimination of objectionable material was also ordered in one trailer.

Total revenue for the year was given as $57,918.40, of which $5,000 was for payment for censorship service facilities by the Province of Saskatchewan, which has none of its own although it has its own censorship branch.

Noted in the report was the fact that Manitoba ranked fourth in Canada in per capita expenditures for movies with $7.74, as against a Canadian average of $8.30. The report added that "Ontario was the only province where spending on movies was lower due to increased development of television."

The film banned was La Ronde, which had been rejected once previously. "Major" reason advanced for the objection was the lack of provision in the province to restrict children from movies billed as adult, a regulation which was in force in Ontario where the film had been given a limited showing.

"Horror, torture and flogging scenes accounted for nine eliminations," the report stated. "Obscene action and dialogue was deleted from six films. Profanity and offensive dialogue was deleted from five films."

'Renegade Roundup'

Fred F. Sears has been assigned by Columbia to direct Renegade Roundup, which Wallace MacDonald will produce from an original screenplay by David Lang. Sears recently completed direction of Teen-Age Crime Wave for Sam Katzman.

'Sir Walter Raleigh'

Dan O'Herlihy has been added to the cast of Sir Walter Raleigh, 20th Century-Fox CinemaScope drama starring Betty Davis, Richard Todd and Joan Collins. Henry Kostor will direct the Charles Brackett production from a screenplay by Harry Brown.

Mr. Exhibitor

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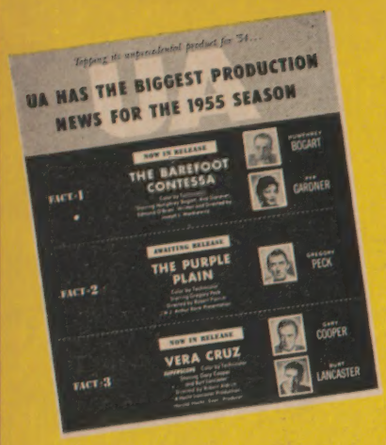

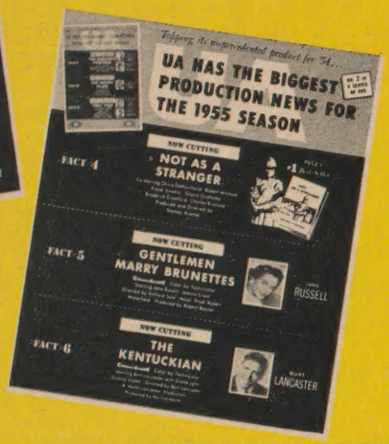

UA HAS THE BIGGEST PRODUCTION NEWS FOR THE 1955 SEASON

NOW IN PRODUCTION

FACT #7

ALEXANDER THE GREAT

RICHARD BURTON

FREDRIC MARCH

CinemaScope · Color by Technicolor
Starring Richard Burton · Fredric March
Claire Bloom · Danielle Darrieux
Written, Produced and Directed by Robert Rossen

NOW CUTTING

FACT #8

SUMMERTIME

KATHARINE HEPBURN

(Based on the Broadway hit, "The Time of the Cuckoo")
Color by Technicolor
Starring Katharine Hepburn · Rossano Brazzi
Produced by Ilya Lopert · Directed by
David Lean · A Lopert Films Presentation

NOW CUTTING

FACT #9

THE NIGHT OF THE HUNTER

ROBERT MITCHUM

Starring Robert Mitchum · Shelley Winters · Lillian Gish
Based on the best-seller by Davis Grubb
Produced by Paul Gregory
Directed by Charles Laughton